The Moving Picture Weekly Magazine

April 2, 1921 issue

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What Do You Want?

THIS is a service magazine. It contains many pages of suggestions and plans for putting over Universal pictures. That is why the magazine is published and sent to you, Mr. Exhibitor.

Now we want to ask a little service from you. The Universal is anxious to know from every exhibitor who uses these press sheets on its Special Attractions whether it contains the right kind and assortment of prepared advertisements. The advertising department is now preparing two single column ads, two double column ads, and a three column advertisement. These are all line drawings and so arranged that the name of the theatre can be put at the top.

Are these ads sufficient for your use?
Do you suggest any change?

Send your answer to E. S. MOFFAT, Advertising Manager, Universal Film Manufacturing Co., 1600 Broadway, N. Y. C.

PICTURED above are two reproductions of the attractive, 11 x 14 lobby cards obtainable at your Universal Exchange.

THE entire set of eight cards is in the same style, being printed on very fine stock in a dark green tone. In addition, Universal has prepared for you a very beautiful hand-colored card, 22 x 28 in size.

A TYPICAL Human Harry Carey Western that's chock full of action, thrills and laughs from the first flash until the final fade-out. It's the realistic sizzling action-Western of which movie fans can't get enough.

And no wonder! There's just one Harry Carey and he's in Universal Special Attractions exclusively.

Carl Lae

A crack
realistic a

UNIVERSAL SPECIAL ATTRACT

Harry Carey in "

e mmle
offers
k ling - fast
u ction play

YOU don't have to be told at this stage of the business what good-looking, actionful Lobby Cards do for your box-office as well as for your lobby. They are the best of curiosity-arousers — the finest of crowd-reminders. When you book "The Freeze Out" get the complete set of these cards. Be alive! take advantage of the service Universal offers you. It means money to you!

HUMAN Harry Carey! What greater tribute can be paid to an actor than to have it repeated time and again that his acting is so fine and true that he does not seem to be acting at all!

'ION DIRECTED BY JACK FORD

'The Freeze Out"

Service Page for "The Freeze Out"

AT A GLANCE

SUBJECT—"The Freeze Out."
STAR—Harry Carey.
PREVIOUS HITS—"Marked Men," "Overland Red," "Sundown Slim," "Bullet Proof," "West Is West," etc.
DIRECTED BY—Jack Ford.
STORY AND SCENARIO BY—George Hull.
SUPPORTING CAST—Helen Ferguson, Joe Harris, Charles LeMoyne, J. Farrell McDonald, Lydia Yeamans Titus and the Harry Carey Flying Squadron.
TIME—A decade ago.
LOCALE—The West.
THUMB-NAIL THEME—A stranger enters a western town and announces that he is going to open a straight gambling house... Zoe Whipple, the girl, hates him for presuming to injure the community with another dive. Behind closed doors he installs a library and school instead of the gambling hall, winning the love of the girl.

ADVERTISING PUNCHES

1—The reputation of Harry Carey for fast action.
2—A fascinating love story, the outcome of which is not sure until the final scenes.
3—One of the most nerve-racking gun fights ever staged.
4—The presence of Helen Ferguson in the leading feminine role.
5—Some of the most beautiful scenery ever recorded by the camera.
6—The spontaneous comedy-relief afforded by the clever characterization of J. Farrell McDonald.
7—The theme of the story; based upon woman's unceasing battle against evil.
8—Interesting views of the inner workings of a gambling dive.
9—The short but effective part of Lydia Yeamans Titus in the supporting cast.
10—The direction of Jack Ford and the fact that Maj. Kenneth Marr, formerly second in command of the Lafayette Escadrille was his assistant in the making of the picture.

CAST

"Ohio" (the Stranger)....Harry Carey
Zoe Whipple ..... Helen Ferguson
Headlight Whipple ..... Joe Harris
Denver Red ..... Charles LeMoyne
Bobtail McGuire, J. Farrell McDonald
Mrs. McGuire....Lydia Yeamans Titus

THE STORY

IN the town of Broken-Buckle were two chief attractions—the gambling hall for all male residents over the age of sixteen, run by Headlight Whipple, and the little public school for the future generation, conducted by Zoe Whipple, the foster-sister of Headlight. Zoe, with her institution for making men, was a strange contrast to the owner of the school for breaking men, and she loathed all those having anything to do with the gambling hall.

"Ohio," a stranger, was just loping into town when he met a cowboy hitting the trail hard. The puncher told him that he had just shot the dealer in the gambling hall after being robbed in a crooked game. The stranger thought the shooting justified and helped throw the pursuers off the trail.

At the Headlight saloon "Ohio" calmly announced that he was going to start a straight gambling hall. The bunch in the place laughed at him, but Zoe when she heard the news was indignant that another gambling den was to be opened.

The village drunkard is taken into partnership by "Ohio" and together they set to work to clear the land on the drunkard's property for the new house. When they saw that the stranger was serious, the gamblers tried to put him out of the way by burning the half-finished building.

Failing in this they gave whisky to the business partner of "Ohio." Zoe Whipple, seeing the condition of the drunkard and believing that "Ohio" gave him the liquor, uses a horse whip on the stranger. Later when she learns that her foster-brother made the man drink, she tries to apologize for her actions and asks "Ohio" why he let her horsewhip him. She begins to admire the stranger in spite of his business.

Seeing the growing friendship between Zoe and "Ohio," Headlight and Denver Red picked an argument with him. Whipple, though yellow to the core, was forced to accept "Ohio's" challenge to fight. In the pistol duel Whipple shot before the word and fired wild. "Ohio" took his gun away from him and drove him out of town.

On the day set for the opening of the new hall Zoe accepted an invitation to attend the ceremonies. Most of the town was assembled in front of the building, held in check by Bobtail McGuire, when "Ohio" and Zoe arrived.

When the doors were opened the gaping crowd saw not a business-like gambling joint but a completely equipped school and library.

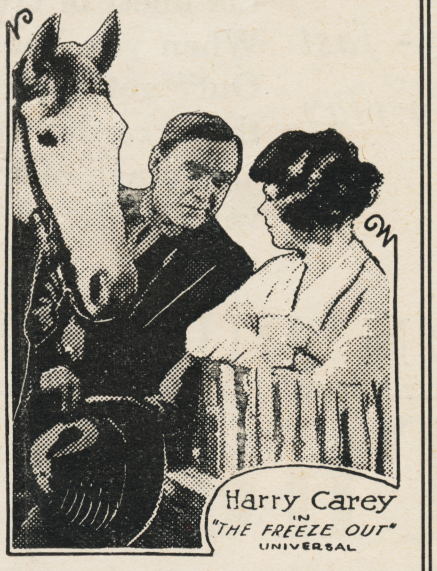
"Ohio" then decided to stay in Broken-Buckle and help Zoe clean up the town.

YOUR THEATRE

He was a gambler and his luck started when he drew the Queen of Hearts. See Harry Carey in "The Freeze," his latest Universal action-drama.

Don't marry a man to reform him; reform him first and then let some other girl marry him. Harry Carey gets reformation in 'The Freeze Out."

She loved him and hated him, she horse-whipped him and kissed him. You will get a new kind of a thrill out of "The Freeze Out" with Harry Carey starring.



NO MAIL ORDER SUIT FOR HARRY CAREY

IF you liked Harry Carey's acting in "'If Only' Jim," you will be a life long Carey fan after seeing him in "The Freeze Out," his latest photodrama of the West. This is a typical Carey story, combining his dramatic ability with some of the best screen humor ever filmed. With a strong story and a supporting cast with an enviable reputation in their own right, this latest Carey release fully lives up to the high standards set by his previous pictures.

Harry Carey has revolutionized the costumes worn by players in Western photodramas. Instead of the old-fashioned chappes, the flopping sombrero and the always conspicuous brace of six-shooters, the Ace of the Western drama dressed exactly as he does when he is riding his own ranch in the San Francisquito Canyon in Southern California.

"The Freeze Out" is Carey's idea of a modern Western story and, he says, the modern West is just as romantic as the swach-buckling West of fiction.

Another misunderstanding! Harry C arey needs all his tact to win the girl in "The Freeze Out," his latest picture

In an ordinary blue suit with a single gun tucked into the front of the trousers, Carey believes that a man can be just as formidable as though he encumbered his legs with sheep-skin chappes, girdled his waist with a small arsenal and was constantly interrupted by the necessity of holding on to his enormous sombrero. For a hat Carey wears an ordinary stetson, and the only capitulation to the exaggerated style of the old West is a pair of conservative boots into which he tucks his trousers to keep them from getting tangled up with the stirrups.

"The Freeze Out" was written by George C. Hull from the author's own experience in the modern West and is a vigorous story that gives the popular Harry Carey every chance to get over flashing bits of humor and smashing drama. The supporting cast will be well received, including as it does Helen Ferguson, Joe Harris, Charles Le-Moyne, Lydia Yeamans Titus and J. Farrell McDonald.

WHAT'S AT THE PLAYHOUSE TO-NIGHT?

THERE is a laugh for every dramatic punch in Harry Carey's most recent screen success, "The Freeze Out," which will be the attraction at the ..... Theatre next ..... . Carey's admirers have learned that this star can appeal to the humor as well as the heart of an audience and his latest feature gives him plenty of opportunities to do both.

SOME of the most beautiful photography ever put on the screen gives an added appeal to "The Freeze Out," Harry Carey's Universal story, which is now playing to capacity audiences at the ..... Theatre. Harry Fowler photographed the production under the direction of Jack Ford. Helen Ferguson, J. Farrell McDonald, Joe Harris, Lydia Yeamans Titus and Charles LeMoyne are among the screen favorites who support the star.

HELEN FERGUSON, who has been seen in many big dramatic roles, will appear in Harry Carey's support in "The Freeze Out," his current Universal screen drama, which will be shown at the ..... Theatre on ..... The story was produced at Universal City under the direction of Jack Ford and affords Carey one of his most unusual roles.

HISTORIANS who recall the distant age of hard liquor will be able to gain first-hand information of the effect of merry mucilage upon the human form in "The Freeze Out," Harry Carey's latest Universal screen play, with his showing at the ..... Theatre. J. Farrell McDonald, the widely-known character actor, appears as the village drunkard and executes the hesitation and the gin-jig with humorous variations.

HARRY CAREY, the star of "The Freeze Out," the Universal action-drama which is now playing at the .... Theatre, was a law student in New York City before he went West to becme a cowboy. His father was a judge of the surrogate court and young Carey upset the plans of his family when he selected a life on the plains rather than the studious existence of an attorney.

If you liked Harry Carey's acting in "'If Only' Jim," you will be a life-long Carey fan after seeing him in "The Freeze Out," his latest photo-drama of the West. This is a typical Carey story, combining his dramatic ability with some of the best screen humor ever filmed. With a strong story and a supporting cast with an enviable reputation in their own right, this latest Carey release fully lives up to the high standards used by his previous pictures.

Volcanoes
Earthquakes
Fights
Mountains
Panics
Drama
Happy Ending

UNIVERSAL
SPECIAL ATTRACTION

Ancient stagecoach hauled through the streets of Milwaukee to advertise "Colorado" with Frank Mayo.

Universal Film Co.: The life of a cowboy was splendidly portrayed by Frank Mayo in "COLORADO," shown at our theatre on February 24, 25 and 26. Our patrons were immensely pleased with the picture, and the box-office receipts prove that it is one of the biggest attractions we have played this year, both from that standpoint and judging from the dramatic power of the picture. The unique lobby display attracted the attention of every person passing by, and hundreds even walked out of their way to see it.

O. L. MIESTER,
Manager, Whitehouse Theatre.

Use Big Space Liberally!

Make a real noise when you have a picture like this!

EVA NOVAK

She hadn't eaten for two days -he had just lost his allowance for eight years— watch them fall in love in

The SMART SEX"

BACK-STAGE glimpses of a show-girl's life and some very real drama in which a poor little nobody from the chorus puts some high-flyers just where they belong, make this newest EVA NOVAK picture as true as hunger and as romantic as love at first sight. For a good time, see "THE SMART SEX."

It's a UNIVERSAL

BACK-STAGE show-girl's life real drama in whi nobody from the high flyers just w make this new E ture absorbingl thrilling. It's a romantic as lov as pretty as l And there's a that will fill y to see

We'll give you one guess as to which is

"The Smart

star Ev

the Stua at sm

It's a Universal

It gets the Crowds!

Use These Ads

She was the prettiest girl who ever walked the ties

See Eva NOVAK and Arabella her trained goose in her absorbing show girl picture

"The SMART SEX"

...ive the men ... audiences ...ne guess ...as to which is

"The SMART SEX"

in the absorbing and delightful picture of a stranded show-girl. All she owned on earth when she started back was a trained goose- but it laid golden eggs.

It's a Universal Picture

UNIVERSAL SPECIAL ATTRACTION

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
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PAUL GULICK, *Editor.*

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Vol 13 APRIL 2, 1921 No. 7

Co-Operation For Mutual Service

FROM the viewpoint of the reader a magazine has the most value to him if it is sent through the mails so that he receives a flat book and can add it to his file. It would be impractical to send each individual copy wrapped up flat, so, therefore, the best method for rolling and wrapping a magazine for the mails has been adopted by THE MOVING PICTURE WEEKLY.

When this magazine leaves the mailing room it is rolled as tightly as possible so that when the subscriber receives the magazine, by rolling the book in the opposite direction a perfectly flat book is obtained. This will avoid the annoyance of having a book that curls and rolls in reading. The WEEKLY can then be added to the office file and the appearance of a bound volume maintained.

If the magazine is not being received in this way we should like to hear from the exhibitors so that we can correct the mailing system. Every exhibitor owes it to himself to keep up to date in his industry and to profit by the exploitation campaigns which have proved to be effective in other cities.

This magazine contains much information of practical use to every operator of a moving picture playhouse and the greatest results can only be obtained by the subscriber if the WEEKLY is kept on file for reference. In addition to the information about coming Universal attractions and special features, the successful methods used by exhibitors in other cities are presented in the magazine.

The notice printed on page one contains a special message for exhibitors in every town and we would like to receive an expression of opinion from them. If there is any other service that could be supplied with this book which would help the exhibitor in putting over his pictures write us your suggestion.

Beginning with "All Dolled Up," the Gladys Walton feature just released, Universal press sheets are to be devoted mainly to exploitation ideas and practical advertising suggestions.

Universal now is extending its exploitation activites to include its five-reel feature pictures, made by stars such as Harry Carey, Edith Roberts, Frank Mayo, Gladys Walton, Carmel Myers, Eva Novak and others. The first move in this direction is a change in the form and substance of press sheets.

Heretofore the press sheets for Universal Special Attractions have been in one sheet form, with two or three scene cuts and one or two ad. cuts. A few exploitation suggestions have been included in them.

The new style Universal press sheet for Special Attractions consists of four pages and is filled with scene cuts, ad. cuts, suggested lobby displays and a variety of exploitation cuts, available for teaser ads., throwaways or postcard teasers. The material is said to include an entire advertising and publicity campaign for the picture devised so that it can be varied to fit any size house or any community.

A feature of the suggested and demonstrated lobby displays, prologue ideas and other exploitation novelties, is the fact great stress has been laid upon simple ideas that can be adopted by any exhibitor, no matter how small his house.

BROUGHT INTO FOCUS

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Smithsonian Institution,
United States National Museum,
Washington, D. C., Mar. 16, 1921.

The Universal Film Mfg. Company,
1600 Broadway, New York City.
Gentlemen:

Referring to my letter of January 29 and to your reply of February 1, it gives me great pleasure to acknowledge the receipt of copies of the films of the picture "Shipwrecked Among The Cannibals" therein mentioned. The generosity and courtesy which have been shown in furnishing these films is very much appreciated, and I would assure you of the Museum's sincere thanks for this welcome addition to the national collections.

Very truly yours,
W. de C. RAVENAL,
Administrative Assistant to the Secretary.

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Special Publicity Stories for "The Freeze Out"

"ACE" OF WESTERN DRAMA SHOWS FLASHING WIT

HEART interest, suspense and drama are the outstanding features of "' The Freeze Out" which will attract playgoers to the ..... Theatre next ..... when the Universal production is given its final local showing with Harry Carey in the starring role.

The Ace of the Western drama finds a new type of starring vehicle in "The Freeze Out." Throughout the five reels he has an opportunity to demonstrate his mastery of subtle drama and flashing wit.

George Hull wrote the original story and Jack Ford, who has produced many of the Carey successes, directed the filming.

Heading the supporting cast will be seen Helen Ferguson, the capable dramatic actress who was a feature of "The Mutiny of the Elsinore" and other productions of similar magnitude. There will also be seen such well regarded screen players as Joe Harris, J. Farrell McDonald, Charles LeMoyne, Lydia Yeamans Titus and many others.

The struggle of a girl to reform a crooked community and the co-operation of a big stranger with a cheery smile who rides into camp to open another gambling house, is, in brief, the theme of the story.

Scintilating bits of comedy relieve the tense drama at intervals and give variety to a story which moves swiftly through a series of engrossing and powerful situations.

Sparkling photoplay, unusual lighting effects and good direction enhance the dramatic value of the story and will make "The Freeze Out" pleasing to those thousands who regard Harry Carey as the screen's foremost exponent of the out-of-doors.

MINING TOWN ROMANCE PRESENTS CAREY AS STAR

HARRY CAREY takes the kinks out of a crooked town and wins the girl of girls in "The Freeze Out," his latest Universal photodrama of life in the old West.

The picture, in which the star does some of his best dramatic work, is to be the principal attraction at the ..... Theatre on .....

"The Freeze Out" was produced at Universal City and in the picturesque cattle country nearby, under the direction of Jack Ford, and is heralded as one of the year's most unusual pictures. Instead of force the star uses armed diplomacy to enforce his will upon the lawless community and the effect is even more thrilling that if he had clattered into camp at the head of his famous Flying Squadron.

HARRY CAREY
UNIVERSAL

Helen Ferguson, who will be remembered as the leading woman in "The Mutiny Of The Elsinore" and other successes, plays opposite the star in "The Freeze Out," giving the role the dramatic fire which always characterizes her work and which the role requires.

In addition to the screen presence of Miss Ferguson, playgoers who see "The Freeze Out" will witness the best work of J. Farrell McDonald. The widely-known character actor does a serio-comic role of the village drunkard which will perhaps bring back old memories to those who feel that they could get along nicely without the eighteenth amendment.

Joe Harris, who has been seen in many villainous roles, plays the "heavy" in this picture, while Charles LeMoyne appears as a bad-man only slightly less unscrupulous.

Jack Ford directed "The Freeze Out" from a story by George Hull and the production abounds in beautiful scenery, photographed by Harry Fowler.

HORSEWHIPPING OF STAR GIVES THRILL TO PICTURE

GRINNING, fighting, human Harry Carey entertained hundreds of his admirers last night at ..... Theatre where "The Freeze Out," his fast Universal photodrama of the West, began the engagement which has been anticipated ever since he made his recent hit with "'If Only' Jim."

"The Freeze Out" varies in type from the usual Harry Carey picture and gives the star a chance to get over the little subtleties and flashes of humor which have made him the Ace of the Western drama.

The story opens with The Stranger arriving in Broken-Buckle, a wild and lawless little Western town, to open a gambling house. He discovers that the existing palace of chance, "The Headlight," is being operated in accordance with the crooked ideas of Whipple, its proprietor, and decides to drive Whipple out of town. Zoe, the girl who conducts the store, hates all gamblers and Whipple in particular. The news that The Stranger is going to further corrupt the morals of the community is not pleasing to her and she puts every obstable in his path, even to a horse-whipping.

As the story draws toward its climax, however, it seems that the big, good-natured stranger, has thrived on opposition and he is seen putting the finishing touches to his building. When the doors are thrown open the spectators see not a gambling hall but a library and a school room.

Whipple, in the meantime, has been driven from town and the only other excitement is an approaching wedding.

The presentation of "The Freeze Out" is well done by a popular cast, including Helen Ferguson, J. Farrell McDonald, Lydia Yeamans Titus, Joe Harris and Charles LeMoyne.

The story, written by George C. Hull, was produced under the direction of Jack Ford.

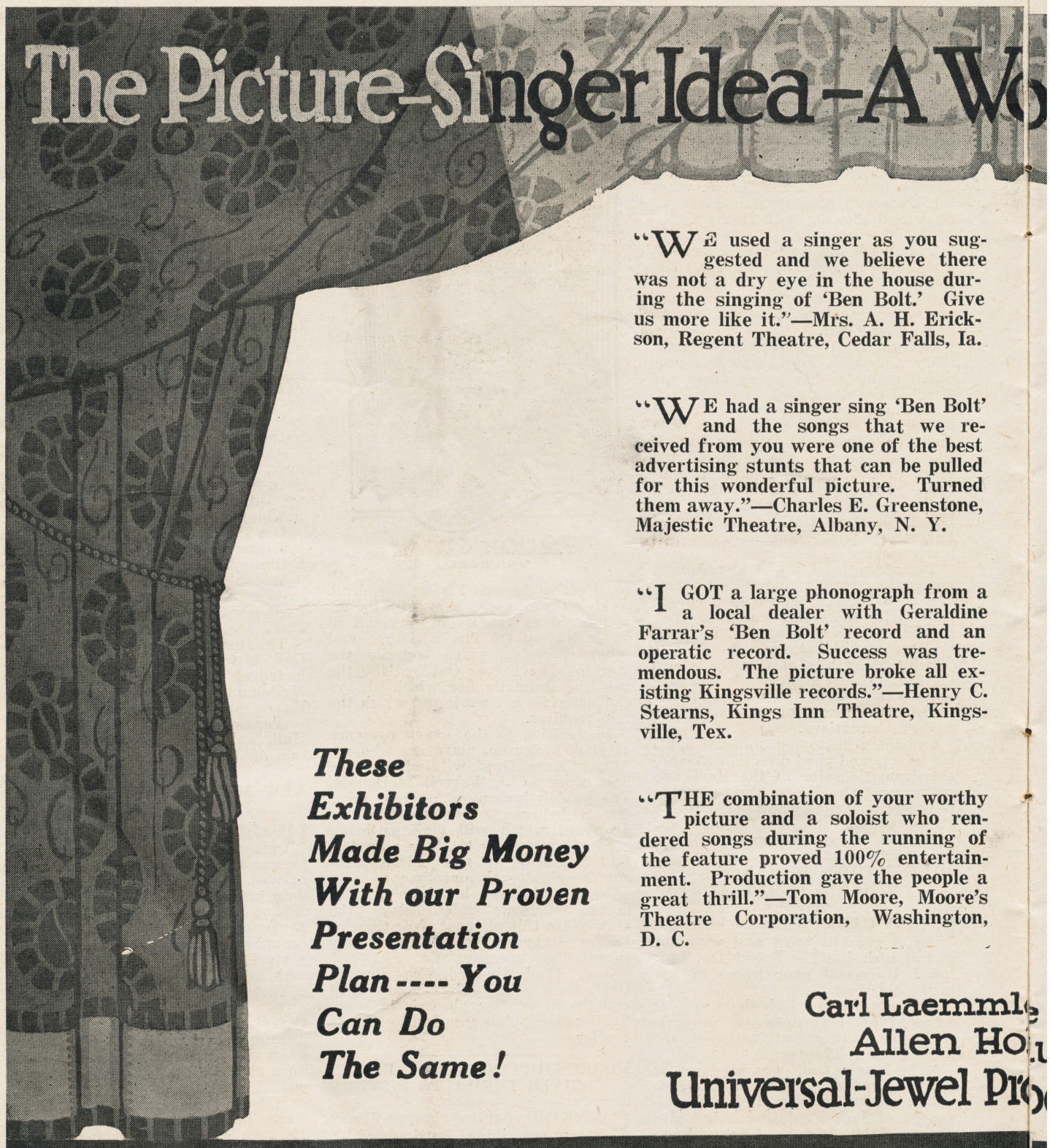
NEW MINER'S INSTITUTE PROVES GREAT SURPRISE

HEADLIGHT WHIPPLE has a monopoly in the gambling business at Broken-Buckle, but a stranger arrived and proved an anti-trust law unto himself.

In a few weeks he had repaired Broken-Buckle—that is, as far as it could be repaired, and he was building a rival gambling hall in partnership with the village drunkard.

That is the unique situation that gives "The Freeze Out," Harry Carey's latest Universal photodrama, a snappy start which will please playgoers who attend the opening performance at the ..... Theatre on ....

"The Freeze Out" shows Harry Carey in a somewhat different mood. He uses armed diplomacy to accomplish his purposes in the story and does the unexpected things in an unprecedented manner. The result is a photodrama entirely unlike the usual type, but extremely appealing.



The Picture-Singer Idea—A Wo

"WE used a singer as you suggested and we believe there was not a dry eye in the house during the singing of 'Ben Bolt.' Give us more like it."—Mrs. A. H. Erickson, Regent Theatre, Cedar Falls, Ia.

"WE had a singer sing 'Ben Bolt' and the songs that we received from you were one of the best advertising stunts that can be pulled for this wonderful picture. Turned them away."—Charles E. Greenstone, Majestic Theatre, Albany, N. Y.

"I GOT a large phonograph from a a local dealer with Geraldine Farrar's 'Ben Bolt' record and an operatic record. Success was tremendous. The picture broke all existing Kingsville records."—Henry C. Stearns, Kings Inn Theatre, Kingsville, Tex.

"THE combination of your worthy picture and a soloist who rendered songs during the running of the feature proved 100% entertainment. Production gave the people a great thrill."—Tom Moore, Moore's Theatre Corporation, Washington, D. C.

These Exhibitors Made Big Money With our Proven Presentation Plan---- You Can Do The Same!

Carl Laemmle
Allen Ho
Universal-Jewel Pro

DOROTHY PHILLIPS in "O

onderful Success Everywhere!

"I PUT on the songs as you told me and had 100% pleased patrons. If we had more pictures like this there would be no Blue Sunday laws."—P. V. Williams, People's Theatre, Mundy, Texas.

"HERE'S one you can't lose on. Used a singer and filled the house. Many remarked 'the best show you ever had'—and we've had some big ones. Used exhibitors' reports for slides. They brought results."—C. H. Thomas, Community Theatre, Galva, Ia.

"CENSORSHIP and Blue Laws would have to go out of business if we could get offerings like this with greater regularity. Exploitation possibilities great. Put it on with a singer and watch 'em break down your doors."—Fred S. Meyer, Palace Theatre, Hamilton, O.

"MANY of our patrons expressed their appreciation and thanked us for showing this picture. We used a singer as suggested and it made a wonderful hit."—W. I. Neagle, Princess Theatre, Oskaloosa, Ia.

l presents
Dubar's
oduction de Luxe

NCE TO EVERY WOMAN"

Cutouts made from 24-sheet poster used to exploit "Once To Every Woman" at Star Theatre, Astoria, Ore.

CAPITOL THEATRE.

Davenport, Iowa,
February 1st, 1921.

Mr. E. B. Haines, Manager,
Universal Film Exchanges, Inc.,
Des Moines, Ia.

Dear Mr. Haines: I am sending you this letter by Special Delivery to advise you that "Once To Every Woman" did a smashing business for us and was talked about all over the Tri-Cities (Davenport, Iowa; Rock Island and Moline, Ill.)

This wonderful picture will get big business for every exhibitor. I am trying to arrange my dates to play a return engagement.

With kindest regards,

Yours very truly,
J. H. BLANCHARD, Managing Director,
Blanchard Amusement Co.,

MAJESTIC THEATRE.

East St. Louis, Ill.,
February 10th, 1921.

Mr. Barney Rosenthal, Manager,
Universal Film Exchange, Inc.,
St. Louis, Mo.

Dear Mr. Rosenthal: It is most gratifying to let you know that "Once To Every Woman" registered the greatest hit of any picture that I ever played in my twelve years' showmans smashing all former box-office receipts.

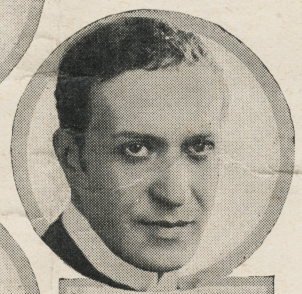
It is a rare achievement to do this, for I am not reluctant in stating that we have played the biggest productions. "Once To Every Woman" certainly deserves the highest recommendation, which I cheerfully give, with appreciation.

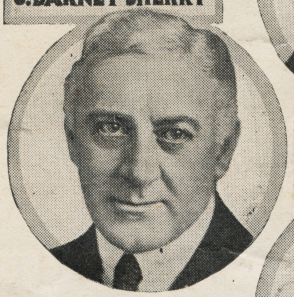
Sincerely,
(Signed) HARRY REDMON.
Proprietor.

Carl Laemmle presents

An All Star Cast

In a great Overseas Drama of Secret Diplomacy and the Three Loves of Woman





HERE is a great heart-appeal story that could only have been given the world by the camera—a marvelously beautiful tale of the three loves of woman, portrayed by a galaxy of talented players and produced with a lavishness and fidelity in detail which mark it as one of the most notable pictures ever produced. Your patrons are sure to like it. Book it.

featuring

TSURU AOKI
ARTHUR CAREWE
ETHEL SHANNON
STANHOPE WHEATCROFT
J. BARNEY SHERRY

in

"The BREATH of the GODS"

UNIVERSAL-JEWEL SUPER-PRODUCTION

Directed by Rollin Sturgeon
From the novel by Sidney McCall

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When Greek Meets Greek at "The Black Beetle"

Carmel Myers enjoying a rest after serving as a waitress in "The Dangerous Moment," her next picture.

THROUGH the arch of Washington Square in New York City passes each day some of the strangest and most interesting types of humanity ever gathered together in the name of art. Out of the beaten trade paths of the sight-seeing buses and the Western tourists, are the haunts of artists, great and near-great writers and dramatists.

Many false ideas have been spread abroad concerning the life in this quarter and its romances. To show the real Greenwich Village on the screen requires an intimate and thorough knowledge of this Utopia of dreams. This interesting side of New York life has been faithfully reproduced by Universal for the next Carmel Myers picture, "The Dangerous Moment."

The film, which has just been finished and will be released soon, was directed by Marcel de Sano from the story by Douglas Doty, formerly editor of the Cosmopolitan magazine. The plot was taken from the police records of New York City and the story adheres closely to the facts and incidents in the original case.

The basic theme of the story concerns the murder of the son of the proprietress of a little Greek restaurant. A waitress in the restaurant was accused of the crime. She was captured in the studio of a noted artist and proved her innocence after a sequence of highly dramatic events.

The opening scenes were made in a replica of the Bohemian restaurant known in the story at "The Black Beetle," where the murder occurred. It is a wierdly decorated grotto in the heart of Greenwich village where the tables are filled with strange creatures dabbling in art of one form or another.

Gladys Walton Plays Modern Cinderella

THE suggestion of hundreds of playgoers that Gladys Walton be starred in a modern screen version of "A Kentucky Cinderella," the widely read novel by F. Hopkinson Smith, is being followed. Miss Walton is now at work on the story under the direction of Harry Harris and while it will be released as "Desperate Youth," it will be based upon the popular novel and follow the theme in all of the romantically dramatic incidents which have endeared the work to the public.

"Desperate Youth" has its opening scenes in the mountains of Kentucky, where Rosemary's father is working a placer mine with indifferent success. At her father's death Rosemary is sent to her rich aunt in Alabama, who treats her with the sort of cordiality usually accorded a poor relation. But the little Cinderella soon finds her own romance and blossoms forth in a burst of glory.

The most magnificent home in California, built as a replica of a famous Georgia mansion and fitted with the most magnificent Colonial furniture, was leased for four weeks for the Southern scenes, while the mountain scenes will be filmed in the Topenga Canyon.

The cast will include Louis Willoughby, J. Farrell McDonald, Harold Miller, Muriel Godfrey Turner, Hazel Howell, James Blackwell, Mrs. L. V. Harris and many others.

Miss Walton, who was so well liked in "Pink Tights," "Risky Business" and "Rich Girl, Poor Girl," should be especially charming in the role of Rosemary Merridew.

The new screen adaptation of "A Kentucky Cinderella" was made by George C. Hull and A. P. Younger.

Art Acord starting off on his daily film stunts

"IF the kids love you, you're made." That was the remark made by a well-known motion picture exhibitor some years ago, and although this exhibitor is now one of the foremost film producers in the world, the truth of his observation remains unchanged.

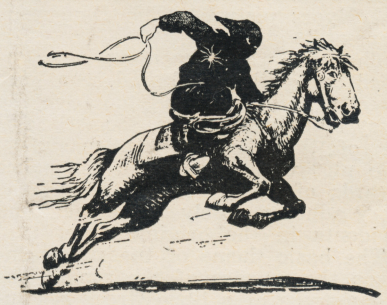
Art Acord, the cowboy champion, who has appeared in a number of Universal productions, is the idol of the small boy wherever films are shown. Art is not only past master of every art and trick of the corral and range, but he is a natural actor, possesses a world of magnetism, and wherever his pictures are shown it is hard for the school teachers to keep the attention of their charges focused on the work at hand.

Acord's last serial, produced by Universal and directed by Albert Russell, was entitled "The Moon Riders," and scored a tremendous success wherever it was shown. His next serial is promised to be even more thrilling and mysterious than "The Moon Riders." It is called "The White Horseman," and deals with a lost jewel mine to which there are three claimants. Acord trained for several weeks for the series of daring stunts he is doing, and he declares that he has never been in better trim. Albert Russell, who guided him through the intricacies of his last serial, is at the megaphone in his forthcoming production.

Art began life as a cowboy and rancher, became a member of several wild west shows, and was one of the very first plainsmen to go into pictures.

UNIVERSAL SERIAL STAR TRAINED BY GRIFFITH.

ACORD had just closed a season with the Buffalo Bill Wild West Show in 1911 and came to Los Angeles to spend the winter. He had heard that cowboys were getting good money working before the camera, and as he was king pin of the rough riders, he decided to try his luck in the new game. After appearing in several western pictures he was called to the Boigraph studio by Griffith. The master director was filming a story of the plains and wanted someone to inject a dozen thrills in the picture.



Noted Spanish Beauty Dies

BEATRICE DOMINGUEZ, noted as the most beautiful Spanish type actress on the American screen, died recently in the Clara Barton hospital, Los Angeles, Cal., following an operation for appendicitis. The young woman was taken ill during the filming of the fourth episode of "The White Horseman," a new Universal serial.

Although she did not play the principal supporting role to the star, Art Acord, her role was of major importance. Her death will require many changes in the story of "The White Horseman."

Just prior to being engaged for the Acord serial, Miss Dominguez completed a colorful role in "The Horsemen of the Apocalypse," in which she appeared as an Argentine dancer.

It was as a Spanish dancer, both on and off the screen, that she was best known. She first came to the attention of filmdom when she gained fame as La Belle Seville, a featured Spanish dancer at the San Diego Exposition. Shortly afterward she was engaged by Universal.

She has appeared in a number of pictures and will be remembered as the exotic tropical beauty in "Under Crimson Skies," a recent Universal-Jewel production; as the Peruvian cabaret singer and dancer in "The Fire Cat," a recent Edith Roberts picture, and as the fearless Indian girl in "The Moon Raiders," a former Art Acord serial production by Universal.

Miss Dominguez enjoyed great popularity in South and Central American countries. Universal reports that she was one of the most favored actresses on the screen in Mexico. She lived in that country for several years, while her father, a native of Barcelona, Spain, was attached to the Spanish embassy in Mexico City. The Dominguez moved to California during the early day of the anti-Diaz revolutionin Mexico.

The young actress recently was invited by Mexican exhibitors associations to tour that country and make a series of personal appearances. She planned to accept the invitation upon the completion of "The White Horseman."

Miss Dominguez was considered by artists to be the most perfect Castillian type on the stage or screen.

Many Thrills Shown In Art Acord Serial

IN Episode One: A climb down a cliff side by Dick Ramsey, the heavy man, utilizing a grape vine for this purpose. He is overtaken by an embassy of the White Spider; they cast a lasso, the noose of which catches Ramsey about the feet; the pull from the lasso loosens him from the grape vine and they drag him feet first up the side of the cliff. In this episode, the star, Art Acord, is made prisoner and tied in the bed of a buckboard. The horses run away and the buckboard is overturned and rolls over and over down a ravine with Acord tied inside. Also in Episode One, Jean Ramsey, the girl, while searching in the hills for her father, is made prisoner by a bandit, a member of the gang of the "White Spider" after a sensational fight.

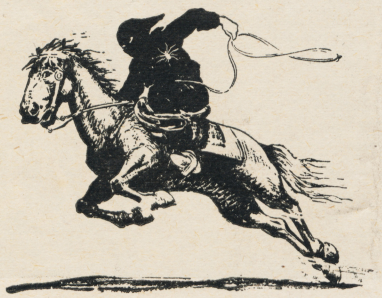
In Episode Two, "The Spider's Web": Art Acord is the owner of a ranch under which is hidden a store of opals and he, with Jean Ramsey, the girl, is made prisoner and taken by the gang of the White Spider to the den of the bandits. When they refuse to reveal the secret of the bracelet which opens the door to the opal cave, they are placed beneath a falling ceiling, consisting of tons of rock, and as the gigantic rock slowly descends, threatening to crush them to death, the episode ends.

In Episode Three, "The Mummy Man": There is a sensational leap for life across a gap between two cliffs high in the air. This leap is made by Art Acord astride a horse and is sensational in every respect. In this episode, "The Mummy Man," an entirely new character in serials makes his appearance.

In Episode Four, "The Death Trap": The stars of the serial are made prisoners in the den of Wong Foo, which is underground in a little settlement near the Mexican border . While Acord and the girl are made prisoners beneath the descending knife, which is of tons weight and with razor-like edge, and descends within a few inches of them, another girl is weighted down and cast through a man-hole into an underground river and we see her descending like a rock to the bottom of the water.

In "The Furnace of Fear," the sixth episode, the leading woman is bound and gagged and left helpless in a burning ranch house, from which she is rescued by Acord at the risk of his life.

In Episode Seven, "A Leap for Life": Acord and the girl clamber sky high to the top of an oil derrick in order to escape the villain. They're about to descend by means of rope and windlass when the heavy loosens the windlass and they are threatened with being dashed to death as they weigh down the descending rope.



SPANISH GYPSIE ACTS FOR SCREEN

ONE of the most interesting old actors now in America is playing the part of an Indian in Art Acord's latest Universal serial, "The White Horseman."

DuCrow is a Spanish gypsy. He is the only surviving member of the DuCrow Family, famous for years in the circuses, hippodromes and music halls of Europe as musicians, dancers and acrobats, and who were brought to America by the late Koster and Bial for the once popular music hall in New York which bore their name. Then for a number of years DuCrow appeared in America, touring with the Barnum and Bailey and Ringling Brothers Circuses, doing his own act in vaudeville, and playing Spanish, East Indian and Moorish rôles in a number of dramatic productions.

According to Albert Russell, directing Art Acord in "The White Horseman" at Universal City, DuCrow's features more closely resemble paintings of the ancient Aztec Indians than any face he has ever seen. The actor had once posed for Charles Russell, the California artist, for a character of that type, and as one of the important rôles in "The White Horseman" is that of a descendant of the Aztec tribe, Russel made a successful effort to secure DuCrow's services for the part.

"The White Horseman," which was written by Ford Beebe and Albert Russell, concerns a fabulously rich opal mine in Mexico worked by the ancient Aztecs and subsequently lost. A clue to its location is discovered, and three desperate factions battle for its possession. It is said to be one of the most thrillingly gripping melodramas ever unfolded on the screen.

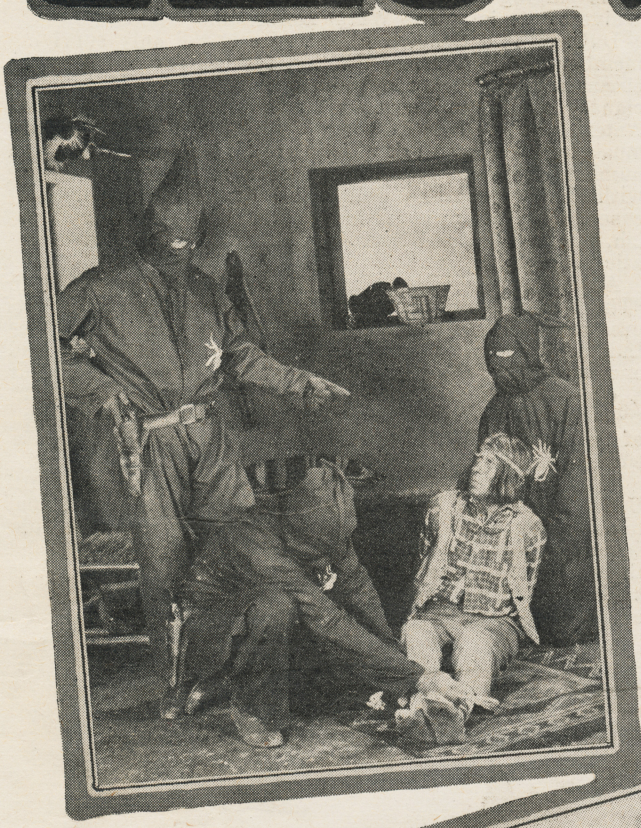
Iva Nita Forrester, plays one of her best roles opposite Art Acord in his latest serial "The White Horseman."

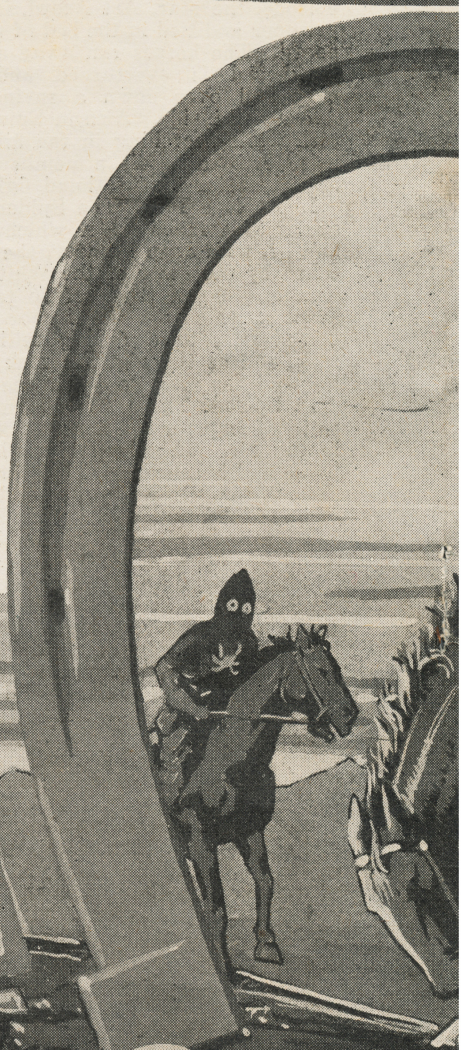
"The White

Starr

Art A

in a galloping Weste
new clean thrill i
Directed





The Good

e Horseman"

tarring

Acord

estern serial with a
ll in every scene
d by Al Russell

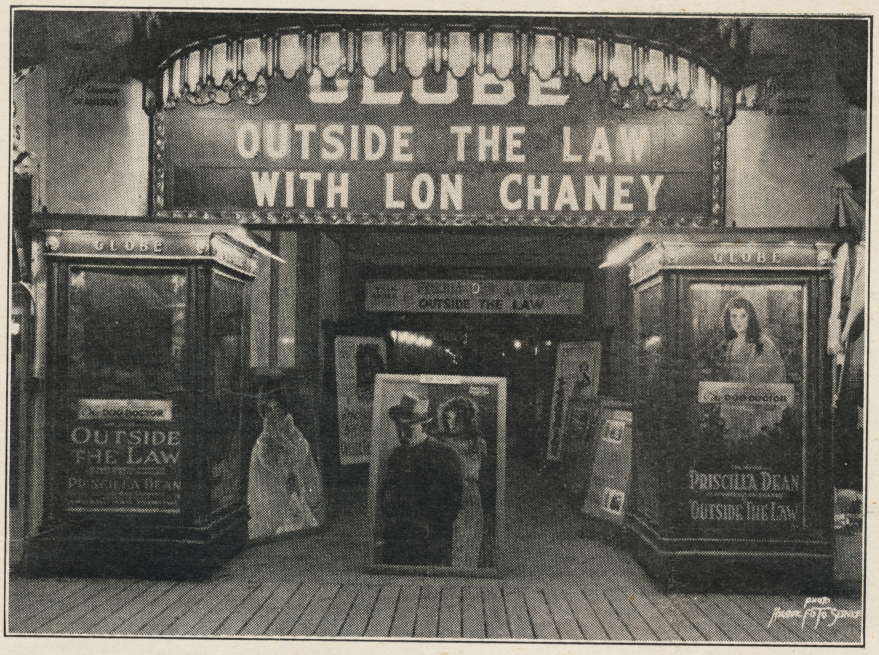
l Luck Serial

"Dog Doctor" Supports Lon Chaney

WHEN E. J. Smith, manager of the Globe Theatre, the largest theatre in Atlantic City, N. J., booked the Universal Jewel "Outside The Law" for the week of February 14th, he looked around for a short reel feature worthy of his super-attraction. On the same bill with the best American melodrama produced this year he selected the "Dog Doctor," the best and funniest Century Comedy released by Universal at that time.

The comedy supported the picture by providing the comedy relief for the program in a lively manner. The house, which seats 2500 patrons and is operated by the Stanley Company of America, was crowded on each of the seven days.

The accompanying picture gives a view of the lobby display used for the picture. It can be seen that the main points of the display were the interest-compelling posters supplied by the Universal exchange to exhibitors showing the Dean picture. The same enthusiasm and volunteer praise was accorded the picture in Atlantic City as in other cities. One of the most effective pieces of advertising on this Jewel photoplay is the series of postal cards containing the best poses ever taken of Priscilla Dean and Lon Chaney. These can be secured from the various Universal exchanges and used in a mailing campaign in advance of the opening date of the picture.



All-Universal program used by Globe Theatre, Atlantic City, N. J.

Following Joseph H. Mayer, who conducted highly successful publicity campaigns in Akron, Cleveland and Lorain, O., Lowell Cash, a well-known publicity man, has been dispatched to exploit "Outside The Law," in the Ohio territory. Mayer is now in Baltimore putting on a campaign for the New Theatre. Cash will start with the Alhambra Theatre in Toledo and then go to other cities in Ohio where the picture is to be shown. The exploitation used for this picture has been the wonder of the city wherever the Universal film has been exhibited.

The two pictures shown here represent the front and the reverse side of the teaser cards distributed by the Newark Theatre in Newark, N. J., before the showing of "Outside The Law" at that playhouse. Thousands of these throwaways were given out before the advertisements announcing the name of the picture were printed and they caused much comment in the interest of the picture.

"SILKY MOLL"

You'll know her by her tricky eyes, dangerous smile and nimble fingers

"A positive knockout! Broke all records including Fairbanks in 'Mark of Zorro' and Mary Pickford. Kept crowd standing from two this afternoon till ten tonight. Best I have ever had in my fifteen years experience in the picture business."

Allen T. Himmons Prop.
Allen Theatre,
Akron, Ohio.

Carl Laemmle presents

PRISCILLA DEAN

Supported by Lon Chaney in the Greatest American Melodrama ever Screened

Directed by TOD BROWNING

"OUTSIDE THE LAW"

UNIVERSAL-JEWEL DE LUXE

With "Silky Moll" in Lorain, Ohio

By Silky Moll

Phew!

Whattamob! Whattamob!

I thought my time had come when you Lorain girls rushed me in front of Allen's shoe store Saturday but when you had me cornered again over in front of Metzger and Robinson's, then—Lordy. I almost wished I were out in the Cimmerian Desert or some other remote spot.

And then when that handsome policeman escorted me from the Opera House where I had sought protection, to the Times-Herald office, I felt like a criminal. I just know some of the people who passed me thought I had done something criminal because I heard one old lady remark:

"Isn't that a shame. And she has such an innocent face, too."

But I got back to the Times-Herald safely after my harrowing experience. It's all over now. Really I can't help laughing when I think of some of my experiences.

When I again arrived within the safe confines of the Times-Herald we talked things over and I sure did raise the old Dickens with Joe F. Mayer, for not being provided with more coupons. It's a darn shame I didn't have more. I could have distributed five hundred just as easy as not.

So, that's about all girls. If you enjoyed the thing half as much as I did you'll never have to take laughing gas.

From the Lorain "Times-Herald."

Effective ad. used for Dean film by Strand Theatre, Seattle, Wash.

This eight-column ad. packed the Opera House in Lorain, Ohio

MASKED WOMAN ARRESTED ADVERTISING DEAN FILM

IN putting over "Outside The Law" in Hannibal, Mo., Tom Wrigler, manager of the Park Theatre, and Barney Rosenthal, manager of Universal's St. Louis office, worked up a campaign which broke all records for a three day run. By the use of a masked woman who paraded the streets until arrested much newspaper publicity was secured.

A woman, wearing costly furs, paraded around the main streets of the city with a black mask covering her face. By the terms of a city ordinance it is unlawful for any one to appear on the streets of the city masked.

The attention of the police was called to the woman who was doing something "outside the law." During the noon hour on the day preceding the showing of the film, a patrol wagon drew up on the corner of one of the busiest streets and the masked lady was carried off to the city jail.

The fact that this was the first time since 1891 that this city law had caused an arrest drew front page stories in the local papers concerning the event.

When the circus passed up Hannibal this year Manager Wrigler saw an opportunity to cash in on the publis interest in the circus with some exploitation for "Outside The Law." For three days before the opening of the picture a ball throwing contest was held on a lot a short distance from the lobby of the theatre.

A gallery similar to those used by circuses was erected with a colored porter serving as the ball dodger. Every passerby was urged to throw the baseballs at the negro who placed his head through a hole in the canvas and dodged the balls. Those skilful enough to hit the man received two passes for any of the evening performances at the Park. During the entire time that the gallery was on the lot only twenty-two passes were issued, so clever was the negro in his dodging.

This created tremendous interest in the picture and resulted in those failing to secure the passes coming around to see the picture anyway.

During the entire exploitation campaign in the Ohio territory more publicity was received from the local papers than for any other picture.

"BLACK MIKE SILVA"
as played by Lon Chaney,
the best "bad man" on the
screen

"The best picture I ever bought from Universal. You can not beat Lon Chaney as a crook, and the support he gave Priscilla Dean was nothing short of perfect. Give us more like this one --a money-getter for the small-town exhibitor."

W. J. Wood, Mgr.,
Grand Theatre,
East Troy, Wis.

Carl Laemmle
presents

PRISCILLA DEAN

Supported by Lon Chaney
in the Greatest American
Melodrama ever Screened

Directed by
TOD BROWNING

"OUTSIDE THE LAW"

UNIVERSAL-JEWEL DE LUXE

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Flashes About Jewel Films

William Cutts,
Universal Film Mfg. Co.,
1600 Broadway, New York, N. Y.

In all my ten show years have never had picture draw like "Outside The Law." Played to capacity all day. Hundreds turned away. Picture will positively break house record for week. Universal wins the big money again. Advise all exhibitors to play this sure bet. It has no limit.

S. S. BLACKLY,
Manager Laughlin Theatre.

H. M. Berman,
Universal Film Exchange, Inc.,
1600 Broadway, New York, N. Y.

First day run "Outside The Law," Bijou, finds predictions of critics coming true. If ever we praised a production must say characters in "Outside The Law" elevate picture above all others. Impossible to realize how great picture is unless actually seen. We gladly join you in lauding "Outside The Law" as biggest production of year."

OWEN McKIVETT,
Manager Bijou Theatre.

Beaver Dam, Wis., March 12th, 1921.

Mr. George Levine,
Universal Film Exchange, Milwaukee, Wis.

Dear George:

Let me congratulate both you and Universal for the splendid production with Priscilla Dean, entitled "Outside The Law," which I have just finished playing.

The picture has both thrilled and charmed my audience and is worthy of the many big things you have said of it: at the same time it may interest you to know that the box-office returns have been steadily growing until the last day of the run, which was the largest.

With kind personal regards, I am, Yours very sincerely,
JACK YEO, Director,
Davidson & Odeon Theatres.

Fort Dodge, Iowa,
February 8, 1921.

Mr. Edgar B. Hines, Manager,
Universal Film Exchange,
Des Moines, Iowa.

Say, man, that Super-Jewel feature you won me over to, called "Once To Every Woman," sure proved to be a bear and then some. We played it three days and business constantly improved to the finish. Our patrons complimented us, and we put on the singer as suggested by you with specially pleasing results.

How soon can we have the others you mentioned, "Outside The Law," and "The Devil's Passkey?" If they are as good as "Once To Every Woman" we want 'em quick.

Best wishes from,
Yours very truly,
WILLIAM JOHNSON,
Rialto Theatre.

Huntsville, Ala., March 9th, 1921.

Consolidated Film & Supply Co.,
Atlanta, Georgie.

Gentlemen:

I want to say a word about your wonderful picture, "The Devil's Passkey." It is the best I have ever run. I had more favorable comment than any picture run since being in the exhibiting game covering a period of ten years as a showman.

My box-office receipts on the second day were the best on any picture run, regardless of star or cost of production. Anyone who passes up this master picture is passing up his best bet.

Yours very truly,
C. L. HACKWORTH, Proprietor,
The Grand Theatre.

Edgar B. Haines, Manager,
Universal Film Exchange, Inc., Des Moines, Iowa.

Dear Mr. Haines: Just finished playing your "Big" feature, "Outside The Law," for three days to capacity business. The first picture that ever held up for three days in Boone, and we honestly believe we could run it a week. The people are wild over it; it is not only the talk of the town but for miles around us. The railroad men who run out of here say all you hear between Boone and Clinton is, "Whatever you do, don't miss seeing 'Outside The Law,' at the Princess." The first two days we turned hundreds away, had a lock-out by 7.15 P. M. and a wonderful business on the third day. It is a picture that we believe the longer you run the more you could do, because it gets so much mouth-to-mouth advertising. Give us more like it.

(Signed) BROWN & ANDERSON,
Princess Theatre, Boone, Iowa.

PRISCILLA DEAN

—the most vigorous, dynamic personality in moving pictures

"The public went wild over it. Never in my experience have I heard so many comments about any picture. The greatest melodrama we have ever had. Bring on your next picture; I am waiting for you."

Charles Garfield, Mgr.,
Orpheum Theatre,
Flint, Mich.

Carl Laemmle presents

PRISCILLA DEAN

Supported by Lon Chaney in the Greatest American Melodrama ever Screened

Directed by TOD BROWNING

"OUTSIDE THE LAW"

UNIVERSAL-JEWEL DE LUXE

"I Must Bring This Picture Back"

—Says Orpheum Manager

"POSITIVELY broke all records, and that's putting it mildly with comments I received. I must bring this picture back in order to do justice to the many people that were turned away."

Orpheum Theatre,
Cincinnati, Ohio.

"WONDERFULLY good picture, highly complimented by my patrons."

Electric Theatre,
Pardee, Wis.

PRISCILLA DEAN
"The Virgin of Stamboul"

Directed by
TOD BROWNING

Story by
H.H. VAN LOAN

UNIVERSAL-JEWEL
PRODUCTION
DE LUXE

TOD BROWNING

the man who has given you the biggest money-getter of 1921

"Just closed the largest week's business ever done in our Rialto Theatre. It is one of those rare productions that will do big business in any theatre or locality. I trust you will make more like it."

H. T. Moore, Mgr.
Rialto Theatre
Tacoma, Wash.

Carl Laemmle presents

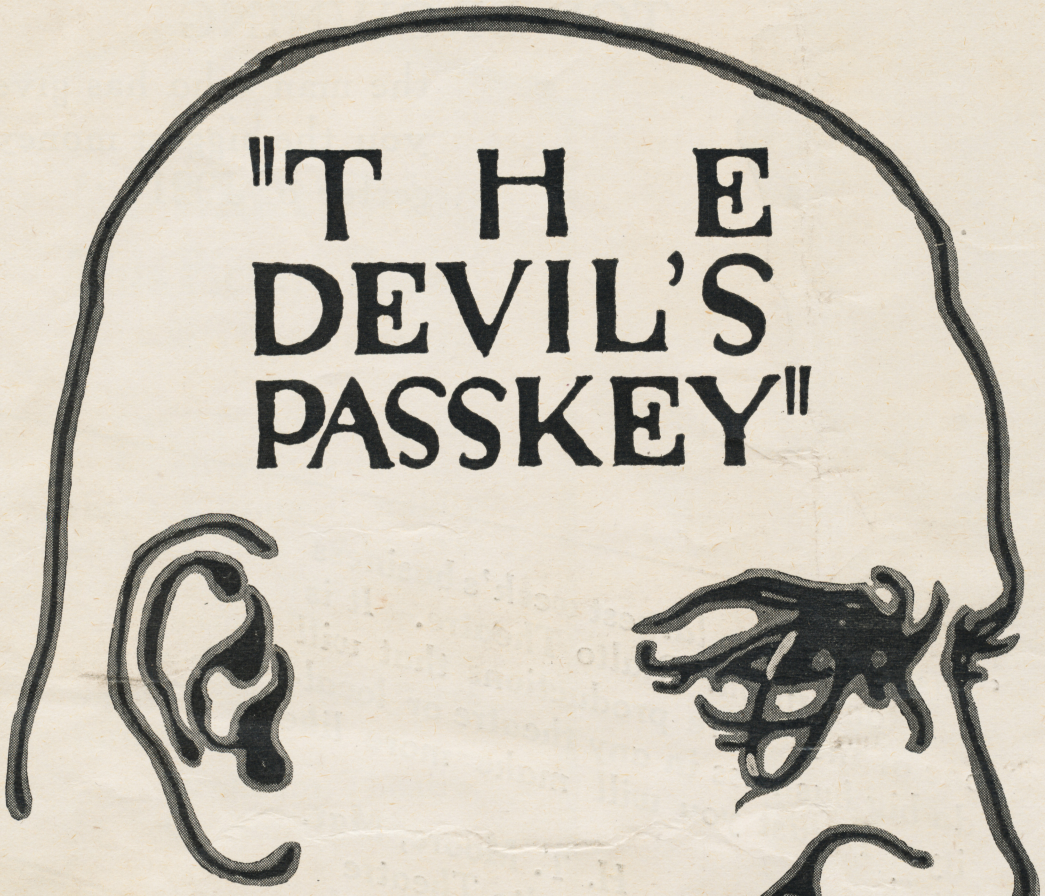
PRISCILLA DEAN

Supported by Lon Chaney in the Greatest American Melodrama ever Screened

Directed by TOD BROWNING

"OUTSIDE THE LAW"

UNIVERSAL-JEWEL DE LUXE



"THE DEVIL'S PASSKEY"

Directed by *Von Stroheim*

the beloved enemy of women

The small town's biggest picture

"THE best I have ever run," says C. L. Hackworth of the Grand Theatre, Huntsville, Alabama. "It had more favorable comments than any picture run since being in the exhibiting game, a period of ten years as a showman. My receipts were the best on any picture run, regardless of star or cost of production. Anyone who passes up this master-picture is passing up his best bet."

UNIVERSAL-JEWEL DE LUXE

He's Still Getting The Crowds!

Detroit, Mich.
"Very good. A picture that with exploitation will pack the house day after day. Book it."
GRAND THEATRE.
Fresno, Cal.

Carl Laemmle presents

SHIPWRECKED AMONG CANNIBALS

UNIVERSAL JEWEL

Fresno, Cal
"Went over tremendously. This is a big, different, and at all times, interesting picture."
LIBERTY STRAND.

"Best Performing Animal Ever Seen in Pictures"

Says Wid's

"THE dog," says Wid's, speaking of the Century Comedy, 'The Kid's Pal,' is probably the best performing animal that has ever been seen in pictures, and he makes the picture hugely entertaining. He sets the table, fries an egg, warms the baby's milk, and then serves the kid's meal. This is only one of a long list of stunts that the animal puts over, and which are sure-fire stuff. It should be a very attractive number for any kind of a house."

BROWNIE
—exclusive with

Century

ONE BIG LAUGH EVERY WEEK

"Sweet Has Unerring Sense Of What Will Register"
Says Wid's

"FEATURING Harry Sweet, 'Tough Luck' is a first-class comedy offering all the way through," says Wid's. "The stuff is almost all new and every stunt in the piece. . . . is very funny. Sweet has an almost unerring sense of what will register, and he never overdoes his gags. Sweet is helped out by a wonderfully trained dog (Brownie) whose antics will also call forth a number of chuckles. This number is a good bet for any house."

Released thru
UNIVERSAL

Comedies

HARRY SWEET

"BROKE ALL RECORDS"

"Eddie Polo in the first episode of the 'King Of The Circus' broke all records for Friday and Saturday business. This Polo serial is a winner."

Cozy Theatre, Ogden, Utah.

"GETS THE MONEY"

"A real serial with a consistent story. Gets the money. They like the circus atmosphere. Eddie is a genuine, honest-to-goodness he-man."

Strand Theatre, Paoli, Utah.

DREW NEARLY FIFTY PER CENT. ABOVE CAPACITY

"The opening of the 'King Of The Circus' was a big success. Had a street parade with clowns. My seating capacity is 350 and had over 500 packed in."

Isis Theatre, Fernie, B. C.

Directed by J. P. McGowan

EDDIE POLO in "KING OF THE CIRCUS"

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The Fight In The Clouds

HERE'S a dizzy thrill if ever there was one. Real stuff, too—no studio fake—every inch of this almost unbelievably breath-taking airplane stuff was actually photographed in the air, several thousand feet above the ground, and it all shows up on the screen. Just a sample of the kind of action you get in every episode of the sky-sea-land-underground chapter-play.

Eileen Sedgwick in

Universal's Strange and Startling Adventure Serial

Directed by Ed. Kull

"The DIAMOND QUEEN"

(Above is a reproduction of the Slide available on the first of the series. There is a smashing Sales Slide for each. Use them for full seats.)

Book The New Series of Six Two-reel Westerns Starring

HOOT GIBSON

HERE, Mr. Exhibitor, is your chance to load up with six bulls-eye shots—the new "Texas Ranger" Series, a group of six, red-hot, two-reel Westerns starring that smiling whirlwind, Hoot Gibson. Each of these six humdingers is a hurry-up riot of action—a two-reel combination of Star and Story that's going to make your crowds forget the feature. You know just what strides Hoot Gibson has been making with folks who like Westerns. Here's your chance to get some honest-to-goodness stuff with Gibson at his hustling best. Do it—NOW!

HOOT GIBSON

Ask Your Nearest Exchange For Information About Films

Consult With the Managers of Our Exchanges to Book the Pictures Advertised in This Magazine

Albany, N. Y.—Universal Film Exchange, Inc., 657 Broadway; C. Halligan, Manager.

Atlanta, Ga.—Consolidated Film & Supply Co., 111 Walton St.; William Oldknow, Manager.

Boston, Mass. — American Feature Film Co., 60 Church St.; Harry Asher, President.

Buffalo, N. Y.—Universal Film Exchange, Inc., 257 Franklin St.; M. A. Chase, Manager.

Butte, Mont.—Universal Film Exchange, Inc., 23 So. Montana St.; A. W. Skoog, Manager.

Calgary, Can. — Canadian Universal Film Co., 407 W. Eighth Ave.; G. Kohn, Manager.

Charleston, W. Va.—Universal Film Exchange, Inc., 707 Dryden St.; J. E. Daly, Manager.

Charlotte, N. C.—Universal Film Exchange, Inc., 307 W. Trade St.; E. F. Dardine, Manager.

Chicago, Ill.—Universal Film Exchange, Inc., 220 South State St.; I. Leserman, Manager.

Cincinnati, Ohio—Universal Film Exchange, Inc., Broadway and Pioneer Sts.; Cleve Adams, Manager.

Cleveland, Ohio.—Universal Film Exchange, Inc., Prospect Ave. and Huron; A. A. Schmidt, Manager.

Dallas, Texas.—Consolidated Film & Supply Co., 1900 Commerce St.; N. E. Depinet, Manager.

Denver, Colo.—Universal Film Exchange, Inc., 1422 Welton St.; E. Gerbase, Manager.

Des Moines, Iowa.—Universal Film Exchange, Inc., 918 Locust St.; E. B. Haines, Manager.

Detroit, Mich.—Universal Film Exchange, Inc., 63 E. Elizabeth St.; Jos. Friedman, Manager.

El Paso, Texas.—Consolidated Film & Supply Co., 110 E. Franklin St.; R. McIlheran, Manager.

Ft. Smith, Ark.—Universal Film Exchange, Inc., 709 Rogers Ave.; C. H. White, Manager.

Indianapolis, Ind. — Universal Film Exchange, Inc., 113 W. Georgia St.; R. W. Abbett, Manager.

Jacksonville, Fla.—Consolidated Film & Supply Co., 1015½ W. Bay St.; J. R. Barton, Manager.

Kansas City, Mo.—Universal Film Exchange, Inc., Main and 17th Sts.; J. H. Calvert, Manager.

Los Angeles, Cal. — Universal Film Exchange, Inc., 822 So. Olive St.; C. Theuerkauf, Manager.

Memphis, Tenn.—Consolidated Film & Supply Co., 226 Union Ave.; W. E. Sipe, Manager.

Milwaukee, Wis.—Universal Film Exchange, Inc., 174 Second St.; George Levine, Manager.

Minneapolis, Minn.—Universal Film Exchange, Inc., 21-25 Third St.; I. Gettelson, Manager.

Montreal, Can.—Canadian Universal Film Co., 12 Mayor St ; D. Leduc, Manager.

New Haven, Conn.—Big U Film Exchange, 126 Meadow St.; M. Joseph, Manager.

New Orleans, La.—Consolidated Film & Supply Co., 914 Gravier St.; W. Richardson, Manager.

New York, N. Y.—Big U Film Exchange, 1600 Broadway; Charles Rozenzweig, Manager.

Oklahoma City, Okla.—Universal Film Exchange, Inc., 312 W. California St.; S. Benjamin, Manager.

Omaha, Neb. — Universal Film Exchange, Inc., 1304 Farnum St.; H. F. Lefholtz, Manager.

Philadelphia, Pa.—Interstate Films, Inc., 1304 Vine St.; E. J. Smith, V. R. Garrick.

Pittsburg, Pa. — Universal Film Exchange, Inc., 1018 Forbes St.; A. R. Cherry, Manager.

Portland, Me. — American Feature Film Co., 85 Market St.; Harry Asher, President.

Portland, Ore.—Universal Film Exchange, Inc., 405 Davis St.; D. Brill, Manager.

St. John, N. B., Canada.—Canadian Universal Film Co., 87 Union St.; H. L. Craig, Manager.

St. Louis, Mo.—Universal Film Exchange, Inc., 2116 Locust St.; B. Rosenthal, Manager.

Salt Lake, Utah.—Universal Film Exchange, Inc., 56 Exchange Pl.; G. Hager, Manager.

San Francisco, Cal.—Universal Film Exchange, Inc., 221 Golden Gate Ave.; C. A. Nathan, Manager.

Seattle, Wash.—Universal Film Exchange, Inc., 215 Virginia St.; George Bourke, Manager.

Sioux Falls, S. D.—Universal Film Exchange, Inc., Colonial Theatre Bldg.; S. W. Fitch, Manager.

Spokane, Wash.—Universal Film Exchange, Inc., 10 South Barnard St.; A. H. McMillan, Manager.

Toronto, Can.—Canadian Universal Film Co., 350 Yonge St.; C. Hague, Manager.

Vancouver, B. C., Can. — Canadian Universal Film Co., 553 Granville St.; L. Jacobs, Manager.

Washington, D. C.—Washington Film Exchange, 307 9th St., N. W.; Jules Levy, Manager.

Winnipeg, Man., Can.—Universal Film Co., 40 Aikens Bldg.; Geo. F. Law, Manager.

When the evangelist's daughter arrives Buck Conlon turns "Hell's Kitchen" into a gospel parlor. See---

"The Knockout Man"

CAST:

Buck Conlon	Jack Perrin
Bull Barrett	Jim Corey
Parson Rhodes	C. W. Herzinger
Molly Rhodes	Louise Lorraine

BUCK CONLON, a two-fisted, rough-and-ready cowboy of the Trinity cattle ranges of California, who would rather fight than eat and never misses a chance to "take on" a scrap whether the odds are against him or not, rides into Covelo, one time "hell's kitchen" of the cow camps, on a day when its cowpuncher population is enjoying a rowdy, free-for-all mix-up in the main street.

Bull Barrett, the bully of the cow camps, is out of the free-for-all fight, but is looking on. Conlon jumps into the scrap for the love of the fihting game.

Things are going pretty, with Buck hitting right and left and generally becoming the center of the fray, when an evangelist drives into town behind a pair of thin horses and seated in an old prairie schooner turned into a gospel wagon. The wagon bears biblical inscriptions.

With him is his pretty daughter Molly who with her father looks with concern on the fighting mob of men. Buck stops the row as the wagon draws opposite the crowd and orders the men to take off their hats with him. All obey except Bull Barrett and Buck sends his sombrero spinning in the dust.

The "gospel wagon" passes on and the fight is resumed. Bull sneaks into the crowd of fighters and hits Buck a blow behind the ear. Buck recovers and fells Bull.

The vision of the evangelist's pretty daughter lingers with Buck and he gets "the boys" to help turn the town hall into a meeting place for "the Parson."

Buck becomes a regular patron of the parson's meetings. The evangelist preaches a sermon ,the text of which is "Whosoever shall smite thee on one cheek turn to him the other also."

Buck takes the old minister's text literally and from the proud, unconquered hero of the cow camps becomes an abject, forlorn, slinking figure whom everybody from Bull Barrett down takes advantage of.

Molly, seeing her one-time hero the scorn of Covelo, first is disappointed and then loses her respect for him.

Not until Bull Barrett and his gang raid the gospel meeting and Bull carries Molly into a saloon does Buck come to himself.

He rescues Molly, knocks out Bull, cleans up his gang and reinstates himself with the girl.

Eileen Sedgwick
in "THE DIAMOND QUEEN"
A UNIVERSAL SERIAL

"THE DIAMOND QUEEN"

Episode No. 13

"Weird Walls"

CAST:

Doris	Eileen Sedgwick
Benson	Al Smith
Bruce	George Cheseboro
Zeidt	Frank Clarke
Martin Harvey	Alfred Fisher
Zimba	Al Smith
Aline Earle	Josephine Scott

DORIS is imprisoned in a secret den in China town. Bruce is rushed to the county hospital, where an immediate operation is found necessary to save his life.

In his secret laboratory Doris' grandfather works with Tim at the mysterious discovery, but they are torn with anxiety over Doris, from whom they have not heard.

Zimba, the African half-caste who is devoting his life to Doris' service, discovering that Bruce is in the hospital, rushes to him with the news that Doris is held prisoner somewhere in the Mandarin. At the same time "Shadow" Kelly, an underworld character who has resolved to go straight for the sake of Aline Earle, who lies in the same hospital as Bruce, comes to her with similar news. Bruce, defying the hospital internes, who fear for his life, gets up, quickly clothes himself and leaves with Zimba to rescue Doris.

The Third Degree

At the Mandarin cafe Bruce and Zimba, in disguise, see Benson come in through a secret door behind the cashier's beaded-curtained compartment. Benson has been putting Doris through a brutal "third degree" in an effort to wrest from her. her secret, but Doris is adament and Benson has threatened to carry out his original scheme of torture—this time using the girl instead of Bruce.

After Benson leaves the cafe, Bruce and Zimba, maneuvering into a good position at the cashier's window, where they appear about to pay their checks, suddenly cover the Chinese cashier with guns. Bruce forces his way through the secret door and pursues a Chinese who is dashing to warn Doris' captors. Zimba meanwhile holds at bay the Chinese horde aroused by a signal from the cashier. At a hidden door in the wall of a long hall Bruce closes on the man he is chasing in time to wedge his foot in the crevice and prevent the closing of the secret door. A strange battle is staged, Doris being spirited from room to room through secret panels as Bruce fights his way after her.

Between Two Fires

Zimba meantime has been worsted and overpowered by his foes who pursue Bruce. Bruce is now between two fires. During the fight in one room, when Bruce is striving to get into the compartment beyond, where Doris is struggling with a single Chinese captor, Bruce is precipitated against another secret panel, which flies open, and he sprawls out into a long, narrow hall, at the end of which is a door. Doris meantime drags down some heavy portieres on her captor, but from where he lies he traps her between secret panels that slide forth from the walls of the room as he touches a secret switch and then, at a further touch of a switch, she is precipitated through a trap door that suddenly opens and falls into the blackness of a pit below.

CURRENT RELEASES

Special Attractions

Starring

HARRY CAREY

"West Is West"
"Hearts Up!"
"'If Only' Jim"
"The Freeze Out"

Starring

FRANK MAYO

"The Marriage Pit"
"Honor Bound"
"Tiger True"
"Colorado"
"The Magnificent Brue"

Starring

LYONS-MORAN

"La La Lucille"
"Fixed By George"
"A Shocking Night"

Starring

EDITH ROBERTS

"White Youth"
"The Fire Cat"
"The Unknown Wife"

Starring

CARMEL MYERS

"In Folly's Trail"
"The Gilded Dream"
"Beautifully Trimmed"
"The Mad Marriage"

Starring

EVA NOVAK

"Wanted At Headquarters"
"The Torrent"
"Society Secrets"
"The Smart Sex"

Starring

GLADYS WALTON

"Pink Tights"
"Risky Business"
"Rich Girl, Poor Girl"
"All Dolled Up"

WITH A SPECIAL CAST

"Under Northern Lights"
"Two Kinds Of Love"

Jewels

Starring

PRISCILLA DEAN

"The Virgin Of Stamboul"
"Outside The Law"

"Once To Every Woman"
(with Dorothy Phillips)

"Blind Husbands"
"The Devil's Passkey"
"Shipwrecked Among Cannibals"
"The Great Air Robbery"
"The Breath Of The Gods"
(with Tsuru Aoki)
"Under Crimson Skies"
(with Elmo Lincoln)

Starring

JOE MARTIN

(Two Reels)

"No Monkey Business"
"A Wild Night"

Two Reel Western Dramas

Starring

HOOT GIBSON

"The Saddle King"
"The Driftin' Kid"
"Sweet Revenge"
"Kickaroo"
"Out O' Luck"
"The Cactus Kid"

Starring

JACK PERRIN

"The Trigger Trail"
"Big Bob"
"The Midnight Raiders"
"The Knockout Man"

Red Rider Series

Featuring

LEONARD CLAPHAM

Serials

Starring

EDDIE POLO

"The Vanishing Dagger"
"King Of The Circus"

Starring

EILEEN SEDGWICK

"The Great Radium Mystery"
"The Diamond Queen"

Starring

ELMO LINCOLN

"Elmo, The Fearless"
"The Flaming Disk"

Starring

MARIE WALCAMP

"The Dragon's Net"

Starring

ART ACORD

"The White Horseman"

Two Reel Century Comedies

"Tee Time"
"Fire Bugs"
"His Fearful Finish"
"Puppy Love"
"Fresh From The Farm"
"Leaping Lions and Jailbirds"
"Vamps and Scamps"
"Her Circus Man"
"The Dog Doctor"
"Seeing Is Believing"
"Tough Luck"

One Reel Star Comedies

"The Spirits of '21"
"His Lady Friend"
(with Joe Martin)
"My Lady's Ankle"
(with Robert Anderson
also
"Simple and Sweet"
"Milk and Yeggs"
"Won: One Flivver"
"A Waiting Maid"
"Bring On The Groom"
"Twin Husbands"
"When Eve Fell"
"Who Kissed Me?"

INTERNATIONAL NEWS TWICE - A - WEEK

"Seeing Is Believing"

Two-reel Century Comedy

Featuring

Florence Lee and Percy Pembroke

AFTER winning the belle of the town with his high silk hat and city manners, Percy immediately tries to win over the family safe. The girl's sweetheart is a correspondence school cameraman and catches the city man in the act of opening the safe and also making love to both the daughter and the mother of the town constable.

When these pictures are shown at a family gathering that evening a near riot is started. Two city detectives arrive in town and locate the city dude. Failing to win the consent of her parents, Percy elopes with the girl one night, but just as he is getting in the flivver the detectives seize him.

At the minister's the driver removes his whiskers and proves to be the girl's sweetheart. Not to disappoint the minister they decide to get married.

"Who Kissed Me"

One-reel Star Comedy

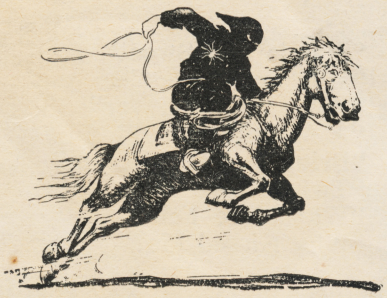
Featuring

DOROTHY WOLBERT

BILLY'S aunt disguises herself and takes the place as maid to his sweetheart. On the day she is hired, Betty announces that they will call on Billy's family. With the aunt in tow Betty arrives at house and is kissed by both the boy and his uncle.

The maid stares at her husband when he is kissing the girl and he thinks she is a "nut." Later, out in the kitchen, the uncle comes upon Betty's maid in the arms of the iceman, who just kissed her.

Billy decides to get married while the aunt is away and sends the maid out for the minister. Discovering that the maid is really his aunt, Billy hides her clothes and they refuse to recognize her in the maid's costume. She tells them that she brought the undertaker instead of the minister and stops the wedding. However, she relents, and, after they enjoy a laugh, gives her consent to the ceremony.



"THE WHITE HORSEMAN"

Episode 4

"The Death Trap"

ZONA escapes and closes the cliffs before Ramsey can get out. One of the Spider's gang, who has been trailing Ramsey, seizes her and forces her to re-open the cave, thus freeing Ramsey.

Ramsey knocks out the outlaw and Zona escapes with the bracelet. He mounts his own horse and gives chase.

At the ranch house Allen comes to and, seeing Jean's horse coming to the ranch with the saddle dragging, realizes that she has met with an accident and sets out to follow the trail of the dangling saddle trappings.

Jean gets loose and phones to Red Rock to the sheriff who sets out for the ranch with a posse.

Allen meets Jean and they mount and start for town but are pursued by the Spider and his gang.

The gang gain on Allen and Jean, who throw them off by cleverly contriving to get them locked in a horse barn.

The Indian girl heads for town followed by Ramsey who catches her and is about to force the bracelet from her when Jean and Allen ride upon the scene. Allen interferes with Ramsey's attack on Zona and she tells Jean that Ramsey (her uncle) knows more about her father than he is telling.

Ramsey admits the knowledge but does not tell that he shoved him over the cliff. He agrees to take Jean to the father in Red Rock. Zona escapes and rides to Red Rock to go in hiding. Jean, Allen and Ramsey also go on to town.

The sheriff captures all the Spider's gang except the Spider and one man.

In town, Zona learns of Ramsey's plot to put Jean out of the way. She warns Allen not to let Jean go with Ramsey to Wong Foo's joint, but Allen is powerless to prevent her.

In Foo's den his gang put Jean into a sack, intending to drop her through the floor into an underground stream. Zona switches sacks when they are not looking and they throw the wrong sack into the hole. Allen arrives, frees Jean from the sack, but before he and Jean and Zona can escape the gang return and captures them. They tie a weight to Zona's neck and throw her into the underground stream. They tie Allen and Jean to a table under a heavy knife and the episode ends with one of the gang pulling the lever which brings the knife down slowly upon the victims.

At the jail the Spider has all but effected the escape of his gang when he is discovered by the sheriff and a gun fight is in progress there.

International News

No. 22

New York City.—20,000 march in aid of valiant Ireland. St. Patrick's Day parade a stirring plea for suffering Erin.

New York City.—Spring season opens for ocean travel. Pre-war rush resumed as giant White Star liner *Olympic* sails for Europe.

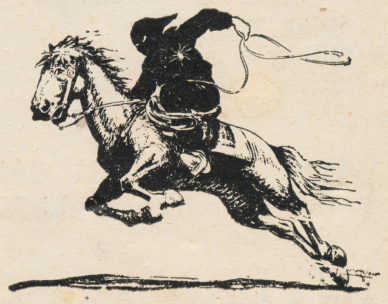
New York City.—A cargo of oddities. How'd you like to meet these folks on a dark night, after trying out your home-brew?

Boston, Mass.—"The "iron cow" arrives! Science produces synthetic milk—all you need is, water, oatmeal —and elbow grease.

In the Public Eye.—John W. Davis, retiring ambassador to Britain, returns with Charles M. Schwab, famous ship-builder. (Omit from Boston and Chicago.)

Boston, Mass.—The Mayor of Boston as a "down-and-outer." Mr. Peters, "incognito," tries his hand at charity's wood-pile, to learn how homeless are treated. (Boston only.)

Chicago, Ill.—Stockyard workers in strike meeting. Big demonstrations protest laying off and wage reductions. (Chicago only.)

Palm Dale, Cal.—Bunnies for Easter. Crop this year is big enough for all the lucky youngsters of the land.

New York City.—Transport rammed. The *Masawaska* limps into port.